

**For Immediate Release**

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***ipCapital Group to present at eighth-annual Smart Energy Summit: Engaging the Consumer  
Innovations in the home; Savings for the customer***

**Williston VT, Feb 13, 2017**– ipCapital Group, Inc. announced today that Nancy Cronin, Managing Partner, will participate as a speaker at the [2017 Smart Energy Summit: Engaging the Consumer](#), held February 20-22 in Austin, Texas. Ms. Cronin will participate in the session "[Leveraging Voice Control and AI in Energy Management](#)" on Wednesday, February 22, at 3 p.m.

The interactive panel session, moderated by [Patrice Samuels](#), Senior Analyst at Parks Associates how voice control and artificial intelligence are transforming the smart home and its potential to drive energy management.

Parks Associates will host the eighth-annual Smart Energy Summit, an executive summit focused on the expanding market for energy solutions and home controls, February 20-22, 2017, at the Four Seasons Hotel in Austin, Texas. The event brings together industry leaders, utilities, and analysts and examines strategies for utilities to leverage the smart home to benefit the grid and develop compelling value propositions for their customers.

- 82% of U.S. broadband households performed some energy-saving action in 2016, including 50% who adjusted their thermostat in order to save money and energy.
- 70% of U.S. broadband households with smart energy devices report saving money due to reduced energy consumption.

Nancy Cronin comments, "Voice control and artificial intelligence have just begun to touch home automation and energy management. ipCapital Group analyzed the patent activity in this space, and finds abundant opportunity for future innovation, which will bring high value to both the customer and the companies serving the energy sector."

This year's Smart Energy Summit [agenda](#) focuses on strategies for consumer engagement in the expanding market for energy solutions, including connected devices, energy management, utility services, and home control platforms and services. The Summit includes multiple sessions and speakers examining drivers, including non-monetary incentives that will get consumers off the fence, and upstream incentives to motivate greater participation from smart home solution providers.

- "The 2017 Smart Energy Summit brings together key leaders from utilities, retail energy providers, distributed generation and storage, and the smart home industry to discuss partnership opportunities, innovations in energy management, novel utility programs, and new business models that create value for the consumer," said [Tom Kerber](#), Director, IoT Strategy, Parks Associates. "ipCapital Group will provide great insight into these topics for our audience."

More information about the Smart Energy Summit is available at [www.SES2017.com](http://www.SES2017.com). To request specific research data, contact Holly Sprague at [hsprague@gmail.com](mailto:hsprague@gmail.com) or 720-987-6614. Follow the event on Twitter at @SmartEnergySmt and with the event hashtag #SmartEnergy17.

### **About Smart Energy Summit**

**Smart Energy Summit: Engaging the Consumer** examines new cross-industry opportunities in the expanding market for energy solutions, including connected devices, energy management, utility services, and home control platforms and services, as they evolve within the smart home and consumer-based Internet of Things.

Smart Energy Summit focuses particularly on the challenge of engaging consumers with energy-related solutions. Research analysts, thought leaders, and industry executives present and discuss business strategies, case studies, partnership opportunities, and consumer research that utilities, service providers, retailers, and manufacturers can use to expand and monetize their energy offerings.

The eighth-annual Smart Energy Summit will take place February 20-22, 2017, at the Four Seasons Hotel in Austin, Texas. The summit agenda features leaders from utilities, state and national regulators, telecom and security companies, retailers, and OEMs. Follow the event on Twitter at @SmartEnergySmt and #SmartEnergy17 and on the [Smart Energy Insights Blog](#). For information on speaking, sponsoring, or attending Smart Energy Summit, visit [www.ses2017.com](http://www.ses2017.com).